To: Ashcroft, Tyler[tashcrof@blm.gov]

From: Ginn, Allison

Sent: 2017-12-12T12:02:27-05:00

Importance: Normal

Subject: Fwd: Bears Ears final draft communications plan

Received: 2017-12-12T12:03:20-05:00
BLM Utah CommPlan ActiononMonumentReview.docx

Just FYI- this is what WO approved.

Regards,

Allison Ginn External Affairs (Detail) Bureau of Land Management Utah State Office 801-539-4 195

----- Forwarded message -----

From: **Boyd-Peak**, **Kari** < <u>kpeak@blm.gov</u>>

Date: Mon, Dec 11, 2017 at 1:07 PM

Subject: Fwd: Bears Ears final draft communications plan

To: Allison Ginn <aginn@blm.gov>

----- Forwarded message -----

From: **Backus**, **Alyse** abackus@blm.gov>
Date: Mon, Dec 11, 2017 at 1:04 PM

Subject: Fwd: Bears Ears final draft communications plan

To: Rachel Wootton < rwootton@blm.gov >, "Boyd-Peak, Kari" < kpeak@blm.gov >

----- Forwarded message -----

From: Barret, Michelle < mbarret@blm.gov >

Date: Mon, Dec 11, 2017 at 11:23 AM

Subject: Bears Ears final draft communications plan

To: "Eng, Lissa" < leng@blm.gov >, Alyse Backus < abackus@blm.gov >, Brian Lombard

< blombard@blm.gov >, Derrick Henry < djhenry@blm.gov >, Cynthia Hernandez

<<u>chernandez@blm.gov</u>>, "Black, Meredith" <<u>mcblack@blm.gov</u>>, "<u>czwemke@blm.gov</u>"

<<u>czwemke@blm.gov</u>>

Hi all,

For your info and appropriate use. Here is the Bears Ears communications plan. I will check with Mike Richardson to see if it has been updated since the president's visit and send that if it has, but the key messages are solid.

Let me know if you have any questions.

Michelle

--

Alyse Backus Bureau of Land Management Acting Branch Chief of Digital Media Social Media Lead, Public Affairs Specialist Washington, DC

Office: 202.912.7435 Cell: 202.604.2084

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--

Kari Boyd-Peak

Public Affairs Specialist

BLM Utah State Office 440 W 200 S #500, Salt Lake City, UT 84101 **801-539-4022**

Communication Plan

Presidential Action on Secretarial Recommendation for Grand Staircase-Escalante National

Monument and Bears Ears National Monument

INTRODUCTION

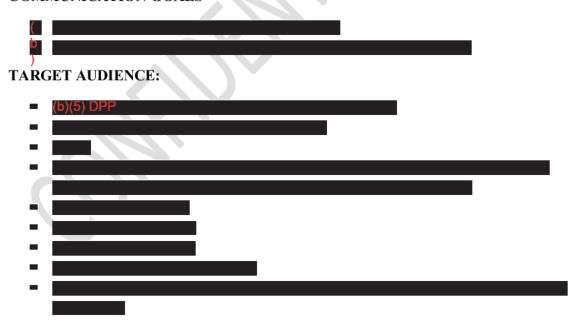
President Trump will visit Utah in early December to announce action on Interior Secretary Zinke's recommendations for the Bears Ears National Monument and Grand Staircase-Escalante National Monument. This plan provides key messaging and information to use during the rollout of the new decisions when responding to both the public and media.

BACKGROUND

BLM Utah manages two national monuments: Grand Staircase-Escalante National Monument established by President Clinton in 1996 and Bears Ears National Monument established by President Obama in 2016. Both monuments have been the subject of intense media scrutiny and controversy.

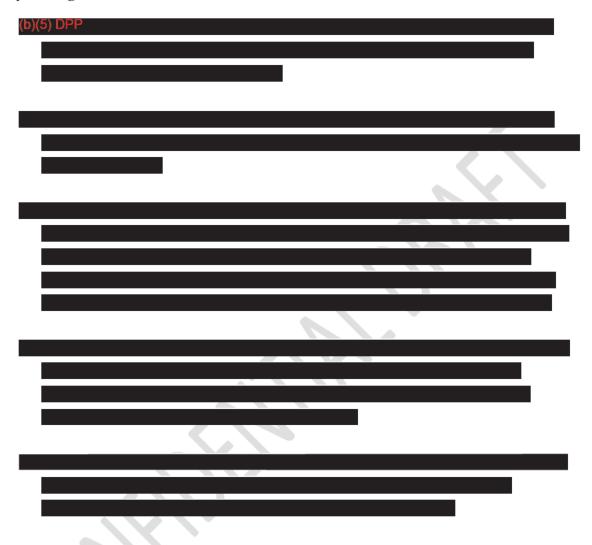
In April 2017, President Trump issued an Executive Order requesting review of certain monuments, including the GSENM and BENM. Secretary Zinke conducted a thorough review and prepared his recommendation to the President.

COMMUNICATION GOALS



DRAFT - Internal Working Document - November 30, 2017 - DRAFT

Key Messages



STRATEGIES



I. Secretarial Review of National Monuments Communications Guidance and O&As:

In response to media inquiries:

(b)(5) DPP
If asked about Utah's efforts to transfer federal lands to the state:
if asked about orall's chorts to transfer federal failus to the state.
(b)(5) DPP
Other talking points (Paraphrased or direct quotes from DOI Press Releases):
(b)(5) DPP
What is the effect of a President's proclamation(s)?
(b)(5) DPP

(b)(5) DPP
Specifically, what happens to the areas and their resources that are no longer inside the monument?
(b)(5) DPP
What happens to the areas that remain within a national monument?
What happens to the areas that remain within a national monument.
(b)(5) DPP
How does the mucelemetical effect will access?
How does the proclamation affect public access?
(b)(5) DPP

(b)(5) DPP
N-N-1
How do national monuments affect grazing?
(b)(5) DPP
How does a designation affect military uses of the land and sixmass?
How does a designation affect military uses of the land and airspace? (b)(5) DPP